

AMENDMENT UNDER 37 C.F.R. § 1.111
U.S. APPLN. NO. 09/751,391
ATTORNEY DOCKET NO. Q62029

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (*Currently Amended*) A method for exchanging trading points through a telecommunications network~~trading service method~~, wherein the method comprises~~comprising~~ the step of:

receiving ~~through a telecommunications network~~ a request to trade for trading points awarded to a customer ~~gets~~ from a member shop, and

carrying out a transaction corresponding to the request to trade for trading points with at least one other customer.

2. (*Original*) The method of claim 1, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

3. (*Currently Amended*) The method of claim 1, wherein the method further comprises ~~comprising the step of~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

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4. (*Currently Amended*) A method for exchanging trading points through a telecommunications network~~points trading service method, wherein the method comprises~~ comprising the steps of:

- (a) collecting information regarding a customer's customers' trading points portfolio from member shops and storing the information in a customer database;
- (b) receiving information on a trading points trade request from a customer; and
- (c) initiating a trading points transaction with at least one other customer according to the received trading points trade request.

5. (*Original*) The method of claim 4, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

6. (*Currently Amended*) The method of claim 4, wherein the method further comprises comprising the step of: updating the a customer database and a transaction database according to a result from the trading points transaction, ~~and sending the result to the corresponding member shop.~~

7. (*Currently Amended*) The method of claim 5, wherein the method further comprises comprising the step of: updating the a customer database and a transaction database according to a result from the trading points transaction, ~~and sending the result to the corresponding member shop.~~

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8. (*Currently Amended*) The method of claim 4, wherein the method further comprises ~~comprising the step of~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

9. (*Currently Amended*) The method of claim 5, wherein the method further comprising ~~the step of~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

10. (*Currently Amended*) A method for exchanging trading points through a telecommunications network~~points trading service method~~, wherein the method comprises ~~comprising the steps of~~:

collecting information regarding a customer's ~~customers'~~ trading points portfolio from member shops and storing the information in a customer database;

sending information regarding ~~on~~ the customer's trading points and exchange rates stored in the customer database;

receiving a trading points trade request from the customer to exchange trading points ~~with at least one other customer~~; and

transacting the customer's points according to the received trading points trade request.

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11. (*Original*) The method of claim 10, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

12. (*Currently Amended*) The method of claim 10, wherein the customer's trade request further comprises is for changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.

13. (*Currently Amended*) The method of claim 11, wherein the customer's trade request further comprises is for changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.

14. (*Currently Amended*) The method of claim 10, wherein the method further comprises ~~further comprising the step of~~ updating a customer database and a transaction database according to the result of the customer's trade request, and sending the result to the corresponding member shop.

15. (*Currently Amended*) The method of claim 11, wherein the method further comprises ~~further comprising the step of~~ updating a customer database and a transaction database according to the result of the customer's trade request, and sending the result to the corresponding member shop.

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16. (*Currently Amended*) The method of claim 10, wherein the method further comprises
~~further comprising the step of calculating a balance of the customer's remaining trading points~~
after the customer uses the trading points to purchase a good or a service.

17. (*Currently Amended*) The method of claim 11, wherein the method further comprises
~~further comprising the step of calculating a balance of the customer's remaining trading points~~
after the customer uses the trading points to purchase a good or a service.

18. (*Currently Amended*) A method for exchanging trading points through a
telecommunications network~~points trade service method, wherein the method comprising the~~
~~steps of~~comprises:

receiving a request a customer to buy trading points from at least one other a-customer;
buying trading points corresponding to the request; and
updating a customer database according to a result from the buying of trading
pointsprocess, and sending the result to a member shop that corresponds to the trading points.

19. (*Currently Amended*) The method of claim 18, wherein the method further comprises
~~further comprising the step of sending information concerning the customer's trading points and~~
transaction exchange rates stored in the customer database to the customer.

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20. (*Original*) The method claim 18, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

21. (*Cancelled*).

22. (*Currently Amended*) The method of claim 18, wherein the method further comprises ~~further comprising the step of~~ updating a customer database according to a result from the buying process, and sending the result to the member shop corresponding to the trading points.

23. (*Currently Amended*) The method of claim 19, wherein the method further comprises ~~further comprising the step of~~ updating a customer database according to a result from the buying process, and sending the result to the member shop corresponding to the trading points.

24. (*Currently Amended*) The method of claim 18, wherein the method further comprises ~~further comprising the step of~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

25. (*Currently Amended*) The method of claim 19, wherein the method further comprises ~~further comprising the step of~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

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26. (*Currently Amended*) The method of claim 22, wherein the method further comprises ~~further comprising the step of calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.~~

27. (*Currently Amended*) The method of claim 23, wherein the method further comprises ~~further comprising the step of calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.~~

28. (*Currently Amended*) An A points trading service apparatus for providing a points trading service through a telecommunications network, the apparatus comprising:
an information collecting unit for collecting information on a customer's customers' trading points from a plurality of member shops;
a customer database for storing the information on the customer's customers' trading points received from the member shops;
a transaction processing unit that receives for receiving information on a trading points trade request from a customer, and processes processing a trading point transaction with at least one other customer according to the trading points trade request; and
a transaction database for storing information on the trading points trade request sent from the customer and a result of the transactionprocessing transactions.

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29. (*Original*) The apparatus of claim 28, further comprising:

an information providing unit for sending customer's trading point information and transaction exchange information stored in the customer database to the customer.

30. (*Original*) The apparatus of claim 29, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

31. (*Original*) The apparatus of claim 29, wherein the exchange rate information indicates a cash value or an absolute value corresponding to the trading points and is provided by a separate system installed outside of the service providing server.

32. (*Original*) The apparatus of claim 28, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

33. (*Original*) The apparatus of claim 29, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

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34. (*Original*) The apparatus of claim 30, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

35. (*Original*) The apparatus of claim 31, further comprising:

a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

36. (*Currently Amended*) The apparatus of claim 28[[29]], further comprising:

a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

37. (*Original*) The apparatus of claim 30, further comprising:

a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

38. (*Original*) The apparatus of claim 31, further comprising:

a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

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39. (*Currently Amended*) A ~~points trading service~~-system providing wherein a points trading service ~~is provided through a telecommunications network~~ coupled to a customer computer and a member shop computer, the ~~points trading service~~-system comprising:

a telecommunications network;
a customer computer for sending ~~information on a~~ trading points trade request;
a member shop computer for providing customer's points ~~through the telecommunications network~~; and
a service providing server ~~that stores for storing~~ the customer's points received from the member shop computer, ~~receives receiving information on the~~ trading points point-trade request from the customer ~~to exchange trading points with at least one other customer~~[,] and processes a transaction processing point transactions with other customers according to the trading points received trade request information.

40. (*Currently Amended*) A computer program product for enabling a computer to execute a points trading transaction, comprising:

software instructions for enabling the computer to perform predetermined operations, and a computer readable medium bearing the software instructions;
said predetermined operations comprising ~~including the steps of~~:
collecting information on a customer's trading points from a member shop;
~~storing at the computer a record of the collected information for each customer;~~

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receiving ~~information on a~~ trading points trade request from a customer's computer;

executing a trading transaction upon receiving the customer's trading points trade request by trading points with at least one other customer;

calculating the customer's trading point balance once the transaction has been processed; and

sending the customer's final trading point balance to a customer database ~~and the appropriate member shop.~~

41. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

42. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the customer trade request is for changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.